

**Subject: Participation in India Pavilion at National Hardware Show, Las Vegas (USA), May 6-8, 2014**

Dear Sir,

**We are pleased to inform you that the India Trade Promotion Organisation (ITPO), a Govt. of India Enterprise, will organise India Pavilion at National Hardware Show at Las Vegas(USA) from May 6-8, 2014.**

USA is, by far, the single largest market for Home Improvement products, including Hardware items. The National Hardware Show in Las Vegas is North America's most important Hardware and Homeware Show being held every year since 1945. It is the leading time & place based face-to-face, sourcing, trading and learning event for a US\$ 343 billion dollar US "home after market" i.e. all the products sold for the home and after the home is built. The event attracts about 3,000 exhibitors (including 1,400 from abroad) and is visited by a worldwide audience of more than 27,000 industry professionals which include buyers, opinion makers, designers and engineers associated with hardware industry. This show provides an excellent platform to Indian companies to explore the potential of Builders Hardware & tools and other homewares not only in the North American market but also in other parts of the world as buyers from all over the world visit the show.

The product profile for this annual important event includes **Hardware and tools, Housewares, Lawn & garden products, Paint & home décor, Flooring, Electrical & plumbing, Coir mats & mattings and other home related products and services.**

In view of the India's regular participation in this fair over the years, India Pavilion gets a prime location in this fair. The minimum size of the booth is 100 sq ft (10 ft x 10 ft). Larger space can also be booked in multiples thereof. You are requested to confirm your space requirement immediately as space would be allotted on first-come-first-served basis.

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*Interested companies are required to fill in the attached application form and send the same to the undersigned along with an advance payment of Rs.1,00,000/- (Rupees One Lakh only) by demand draft favouring "India Trade Promotion Organisation" payable at New Delhi. The tentative rental for a 100 sq. ft (9 sqm mtrs. 1 booth are Rs. 3,15,000/- approx. The premium charges of Rs. 35,000/- is applicable to corner booth.*

*For any clarification or further information, please feel free to contact Ms. Deepa Sharma No. 23371685/23371540 Ext. 358 Fax No. 23371845 E-mail:- [deepasharma@itpo.gov.in](mailto:deepasharma@itpo.gov.in)*

*Thanking you,*

*Yours sincerely*

*Dalel Singh  
General Manager*

*Shri Ramesh Pandey  
Joint Development Commissioner  
MSME  
New Delhi*